

ORDER



Orders
Order / Rev: 712722
Alt Order #: 06310578
Product Desc: SHERROD BROWN/DSCC
Estimate:
Flight Dates: 09/12/12 - 09/17/12
Original Date / Rev: 09/11/12 / 09/11/12
Order Type: Core

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Shorr, Johnson, Magnus/POL
Buying Contact:
Billing Contact:
 1831 Chestnut St. #602
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Brown,S/ Democractic Senate Campai
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-3
Revenue Codes: AGY, GEN, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	56	\$58,800.00	\$49,980.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	56	\$58,800.00	\$49,980.00	0.00
Totals	56	\$58,800.00	\$49,980.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WKYC	29%	\$58,800.00
Market	100%	\$202,758.62

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	38%	\$77,048.28
WJW	18%	\$36,496.55
WOIO	14%	\$28,386.21
WUAB	1%	\$2,027.59

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/12/12	09/14/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--WTF--	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--			3			\$350.00		0.00			
E 2	WKYC	09/17/12	09/17/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----			1			\$350.00		0.00			
E 3	WKYC	09/12/12	09/14/12	M-F 7-9a Today Today Show	CM	7a-9a	--WTF--	:30	6	\$800.00	P-3	0.00	NM	6	\$4,800.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

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 Product Desc: SHERROD BROWN/DSCC
 Estimate: WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	09/12/12	09/14/12	M-F 7-9a Today Today Show	CM	7a-9a	--WTF--	:30	6	\$800.00	P-3	0.00	NM	6	\$4,800.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	6		\$800.00		0.00						
E 4	WKYC	09/17/12	09/17/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	2		\$800.00		0.00						
E 5	WKYC	09/12/12	09/14/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--WTF--	:30	6	\$800.00	P-3	0.00	NM	6	\$4,800.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	6		\$800.00		0.00						
E 6	WKYC	09/17/12	09/17/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	2		\$800.00		0.00						
E 7	WKYC	09/12/12	09/14/12	M-F 5-6p Dr. Phil	CM	5p-6p	--WTF--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$700.00		0.00						
E 8	WKYC	09/17/12	09/17/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$700.00		0.00						
E 9	WKYC	09/12/12	09/14/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--WTF--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$450.00		0.00						
E 10	WKYC	09/17/12	09/17/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$450.00		0.00						
E 11	WKYC	09/12/12	09/14/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	3	\$1,800.00	P-3	0.00	NM	3	\$5,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$1,800.00		0.00						
E 12	WKYC	09/17/12	09/17/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$1,800.00		0.00						
E 13	WKYC	09/15/12	09/16/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	-----SS	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----SS	2		\$1,800.00		0.00						
E 14	WKYC	09/15/12	09/16/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	-----SS	:30	2	\$2,800.00	P-3	0.00	NM	2	\$5,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----SS	2		\$2,800.00		0.00						
E 15	WKYC	09/12/12	09/14/12	M-F 730-8p Entertainment Tonight	CM	730-8p	--WTF--	:30	3	\$1,200.00	P-3	0.00	NM	3	\$3,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$1,200.00		0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WKYC	09/17/12	09/17/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M-----		1				\$1,200.00		0.00			
E 17	WKYC	09/12/12	09/14/12	Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		3				\$800.00		0.00			
E 18	WKYC	09/17/12	09/17/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M-----		1				\$800.00		0.00			
E 19	WKYC	09/12/12	09/16/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	--WTFSS	:30	5	\$1,800.00	P-3	0.00	NM	5	\$9,000.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTFSS		5				\$1,800.00		0.00			
E 20	WKYC	09/17/12	09/17/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M-----		1				\$1,800.00		0.00			
E 21	WKYC	09/16/12	09/16/12	Browns Pre-Game HuddG Browns Pre-Game Huddle	CM	1130a-12p	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S		1				\$400.00		0.00			
E 22	WKYC	09/16/12	09/16/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S		1				\$800.00		0.00			
E 23	WKYC	09/15/12	09/15/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S-		2				\$800.00		0.00			
E 24	WKYC	09/15/12	09/15/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S-		1				\$1,200.00		0.00			
E 25	WKYC	09/15/12	09/15/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S-		1				\$800.00		0.00			
													Totals	56	\$58,800.00